



GREENSBORO PARKS AND RECREATION COMMISSION MEETING

Wednesday, December 10, 2014 – 4 pm

Greensboro Cultural Center – 200 North Davie Street

PRESENT MEMBERS: Matthew “Matt” Lojko, Jr. (Chair), Decarlos Kinds (Vice-Chair), Carl Brower, Andrew Egbert, Kelly Gaines, Tim Tsujii (excused 5:10 pm), Justin Washington

ABSENT MEMBERS: Brian Clarida, Robert Enochs

STAFF PRESENT: Elizabeth Brannock, Steve Branson, Madeleine Carey, Jenny Caviness, Casey Chesson, Phil Fleischmann, Michelle Gill-Moffat, Luke Guthrie, Jennifer Hance, Phil Hardin, Darryl Holsey, Anna Hoy, Charles Jackson, Nasha McCray, Marcie Metzger, Kim Porter, Pam Robbins, Jeff Shaver, Josh Sherrick, Wayne Simmons, Wade Walcutt

OTHERS PRESENT: Kenneth Mayer, Moser Mayer Phoenix Associates, PA, Boy Scout Troop 101

The regular meeting of the Greensboro Parks and Recreation Commission was held at the Greensboro Cultural Center. Matthew Lojko, Jr., Chair, called the meeting to order at 4:04 pm.

WELCOME

Barbara McKenzie, Greensboro Cultural Center Facility Manager, welcomed everyone and informed the Commission of programs and events held at the facility.

ANNOUNCEMENTS

Quorum

Lojko announced that a quorum was present.

CONSENT ITEMS

Approval of Minutes

The minutes of the October 8 and November 12, 2014 Parks and Recreation Commission meetings were approved as submitted.

RECOGNITIONS

Boy Scout Troop 101

Lojko recognized Boy Scout Troop 101 that was present in order to receive their public communications badge.

Volunteer of the Month

Anna Hoy, Volunteer Coordinator, and Phil Hardin, Assistant Athletic Director, recognized Jerry Stanley and Bob Bateman for their many years of volunteering as football coaches at Lewis Community Recreation Center.

STAFF REPORT

Community Recreation Services Holiday Programs and Extended Recreation Center Hours

Kim Porter, Recreation Centers Superintendent, reported that the holiday programs offered this season were planned to meet the community needs. A schedule of programs (attached) was distributed to the Commission. Porter introduced Casey Chesson, Griffin Community Recreation Center Director and Elizabeth Brannock, Glenwood Community Recreation Director. A powerpoint (attached) was presented by Brannock and Chesson giving an overview of the programs.

Chesson reported that there are approximately 65 programs; holiday camps for children while out of school, sports clinics, art classes, field trips, night time events, Santa appearances, Santa's Workshop, Letters to Santa, First Friday, OPUS concerts, Candlefest, and FOX8 Gifts for kids. Chesson then turned the presentation over to Brannock.

Brannock highlighted additional programs; gingerbread house workshops, Marimba Christmas, holiday tea, and New Year's Wellness Expo.

Chesson then reported on the benefits of these programs; holiday spirit boosts, a giving nature, assistance for those in need, parents day/night off, reduces crime rate, allows for community involvement, entrepreneurial spirit and character education (kindness, volunteerism, inclusion).

The presentation was turned over to Porter who informed the Commission that the community recreation center holiday hours have changed from previous year's holiday schedules. Community recreation centers were open on Friday, November 28 from 9 am-6 pm and will be open the same hours on Friday, December 26. The centers will be open on several other holidays year round when in the past have been closed. This new schedule will better meet the needs of the community with schools being closed.

Porter continued stating that the centers will be extending Saturday hours beginning in January. Centers will be open from 9 am-6 pm instead of 9 am-1 pm. Consideration of opening centers on Sunday's is being discussed.

Kinds inquired if the extended hours will impact City Council's request to reduce the roster employee budget.

Porter replied that funding from the past summer playground program had additional funding available that could be used towards the cost of operating on extended hours. There is potentially an impact if the City decides to make the reduction proposed by City Council. Staff is reviewing the budget to see where changes could be made elsewhere. The new operating hours is important so that centers can be open when school is not in session.

Gaines asked if all centers would be operating on extended hours.

Porter replied that currently all centers would operate on extended hours. Staff will evaluate the news hours over the next few months to determine if the new hours are beneficial.

Kinds inquired if notices can be sent home with school students informing families of the new hours.

Porter responded that Guilford County Schools no longer allows information as such to go home with students. The new hours are posted on the Parks and Recreation website, Facebook, and notices are posted at all centers. The approaching basketball season will allow for more public awareness.

Jenny Caviness, Youth Services and Volunteer Division Manager, added that Guilford County Schools has offered an alternative to sending information home with students. Parents can view such information in a system called Peach Jar. To advertise on this site is an unreasonable expense at this time. It cost a couple of hundred dollars to send flyers to schools. Peach Jar is a cost of at least \$1,000 to advertise on their site. This is three times the amount that Parks and Recreation has budgeted. In addition, this system sends an email to parents who sign up to receive email notices for such opportunities. The amount of emails is large, therefore parents are unlikely to read them all. Better marketing can be conducted from social media, direct communications, parent guides, and youth service providers.

Tsujii asked how families who do not have any means of receiving the information are being informed.

Porter stated that press releases have been sent out. Staff is working with HipHub to possibly utilize their services to reach out with this information.

Phil Fleischmann, Community Recreation Services Division Manager, stated that when Griffin Community Recreation Center opened on a 7 day week operation, Saturday afternoons and Sundays were heavily utilized. This allowed the opportunity to see how this may be received at all centers. If there were to be a constriction of roster positions funds, adjustments may have to be made in the future. Hopes are that the new hours will be very well received and have purposeful programs on Saturday to generate enough support to continue.

Capital Improvement Program

Nasha McCray, Planning and Project Development Division Manager, presented the attached information on the Capital Improvement Program (CIP). The information given was for review. During the next Commission meeting information will be given for Commission's consideration of approval.

McCray informed the Commission that the CIP is a multi-year construction plan used for major capital projects that cost at least \$100,000 with a 10 year minimum useful life. The CIP is updated annually and reviewed by the Planning Board and then presented to City Council. The CIP is typically adopted with the annual operating budget.

Types of funding sources are the general fund (property and sales taxes, etc), authorized bonds, and unauthorized funds (future anticipated bonds). A CIP evaluation process was established during the fiscal year of 2011-12. This was a result from a City Council request to prioritize projects and create the criteria for the process.

McCray continued reporting that the next steps for the CIP process will be to present a draft to the Parks and Recreation Commission in February for consideration of approval and then present the draft CIP to the Budget and Evaluation and Finance Departments. Then, in May, the CIP will be presented to the Planning Board for their consideration of recommendation of approval. In June, City Council will conduct public hearings and then adopts the CIP within the fiscal year 2015-16 operating budget.

Brower inquired if a skate park location has been selected.

McCray responded that due to the number of skate board advocacy groups, an advisory committee will be established to assist with selecting locations. Staff has identified 4-5 locations for a large skate park as well as for small parks, called dots/spots (smaller parks with smaller features). The criteria for ideal locations are; close to transportation, types of surrounding infrastructure, parking, etc. Staff plans to have an organized committee established by the end of January/early February. Request For Proposals (RFP's) will then be sent to acquire a firm to assist with the process. The downtown area is being considered due to the number of transportation opportunities and it is a more central location.

McCray requested that a representative from the Parks and Recreation Commission serve on the advisory committee to help develop the criteria for the RFP's, to be an advocate for the project and be involved in the design process. Kinds volunteered to serve.

Walcutt added that the committee would allow the opportunity to network throughout the city and to research opportunities in each district.

Kinds asked if there is the possibility to collaborate with the downtown ice rink.

McCray replied that this could be discussed with the advisory committee.

CIP figures for authorized and unauthorized projects are included in the attached presentation.

Carolyn and Maurice LeBauer City Park Update

McCray stated that staff came before the Commission two years ago to discuss the conceptual master plan, programming and construction strategies for LeBauer Park. Since that time, a design firm has been selected. Staff has worked closely with the Community Foundation in Greensboro, a recipient of a \$10 million request from Carolyn LeBauer for the development of a four acre urban park. This park will be constructed on the property where this meeting is being held.

McCray turned the presentation to Kenneth Mayer, architectural engineer with Moser Mayer Phoenix Associates, PA.

Mayer presented the Commission with the most recent park plan (attached). The project design was created to integrate features that represent the essence and desires of Carolyn LeBauer; flowers, children areas, plantings, trees and gardens. The park is designed to incorporate the existing facilities; Cultural Arts Center, Center City Park, and the Performing Arts Center.

City Council has authorized \$1.6 million to realign Summit Avenue for safety reasons with patrons crossing the street from LeBauer Park to the Performing Arts Center, Central Library, etc. and to help with the flow of traffic.

Components of the park will include a market square, food venues, restrooms, dog park, service building, children's park, gardens, reading rooms, ice rink/spray ground, putting greens, a lawn for croquet, games throughout the park, art structures, and more. Lighting will be installed for safety and security purposes.

Mayer ended with the timeline of the construction process (included in attached presentation).

Kinds asked if the quarry aspect will include water and will children be able to climb on it.

Mayer said yes, there is a storm water system that will resemble a quarry with rocks and children will be able to climb on it.

Brower inquired what plan is in place indefinitely to keep the system dry.

Mayer replied that there will be an irrigation component. The system will only be wet while raining.

NEW BUSINESS

NONE

OLD BUSINESS

2015 Meeting Schedule

Lojko asked if the 2015 meeting schedule and locations have been confirmed.

Metzger reported that during the previous meeting, Commission approved the 2015 meeting with the request of conducting a meeting at the Gateway Garden Visitors Center and the Hayes Taylor YMCA. Construction Gateway Gardens Visitors Center will not be complete to conduct a meeting. The Hayes Taylor YMCA is still being researched. In the meantime, alternate locations have been confirmed.

SPEAKERS FROM THE FLOOR

NONE

INTERIM DIRECTOR'S REPORT

Walcutt invited the Commission to the Guilford Cup city/county basketball game December 13 at 2 pm at Griffin Community Recreation Center. An invite was also given to Wreaths Across America at Forest Lawn Cemetery on December 13 at 11 am.

A Barber Park community meeting will be held December 22 at the Simkins Pavilion to update residents on the Barber Park concept master plan.

COMMISSIONER'S COMMENTS

Lojko reported that Chris Wilson, Interim City Manager and former Parks and Recreation Director, has been promoted to Assistant City Manager. The Parks and Recreation Department continues to have an interim director. Lojko asked for the status of selecting a permanent Parks and Recreation Director.

Walcutt stated that there is a similar situation with Guilford Metro 911. The Assistant City Managers are currently in process of discussing what the hiring process will be. The position will be announced and advertised to ensure the best person is selected for the position.

Gaines asked if the route change for the Gobble Run was successful.

Walcutt replied that the event organizer, Scott Bassett, was great to work with on the alternate route. It was a success with 2,000 runners that allowed the opportunity to expose parks and recreation facilities. Positive feedback has been received as a result of follow up with area residents.

Brower requested everyone to take advantage of the GYC toy drive.

Lojko stated that he raised a question during the previous meeting of what happens to the leftover toys. Lojko contacted Goodwill Industries and was informed that the leftover toys from the organization are recycled.

Caviness reported that Egbert's daughter brought in 242 toys for Santa's Workshop that was donated from her school; Greensboro Montessori.

Washington thanked Boy Scout Troop 101 for attending the meeting.

Kinds stated that the LeBauer Park design improves with each presentation.

Lojko thanked Kinds for serving on the skate park committee and thanked Boy Scout Troop 101 for attending.

With no further business, Lojko adjourned the meeting at 5:24 pm.

Respectfully Submitted,
Marcie Metzger, Executive Assistant
Greensboro Parks and Recreation